

# Community Value Loop

## Turn Community Activity into Measurable Business Impact

### Goals

Focus monthly efforts on initiatives that improve customer outcomes, reduce friction, and generate proof of value for stakeholders.

### 1. Choose Your Month

#### Focus (Limit to 2)

Pick **no more than two** initiatives this month.  
Focus beats volume.

- Improve answer discoverability
- Reduce unanswered questions
- Increase peer-to-peer support
- Improve onboarding enablement
- Surface product or CS insights
- Reduce repeat questions or tickets

**Primary Focus #1:**

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**Primary Focus #2**

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### 2. Define the Problem You're Solving

Be specific. This is what makes your work defensible.

#### What is happening today?

(e.g., customers can't find answers, same questions repeat, champions aren't visible)

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#### Who is impacted?

- New customers
- Admins / power users
- Frontline users
- Support / CS teams
- Product teams

### 3. Actions (Keep It Realistic)

List the exact actions you will take this month.

**Action 1:**

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**Owner:**

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**Week:**  1  2  3  4

**Optional Action 3 (only if capacity allows):**

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**Action 2:**

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**Owner:**

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**Week:**  1  2  3  4

## 4. Success Metrics (3-5 Max)

Choose metrics that show movement, not vanity.

- % of questions answered
- Time to first helpful response
- Peer-to-staff answer ratio
- Accepted / verified solutions
- Repeat visitors or contributors
- Reduction in repeat questions
- Engagement with top resources

### February Success Metrics:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## 6. Insight Capture (Don't Lose the Signal)

Track what the community is telling you.

### Top recurring questions this month:

\_\_\_\_\_

### Top friction points or confusion areas:

\_\_\_\_\_

### Feature requests or themes emerging:

\_\_\_\_\_

\_\_\_\_\_

## 5. Weekly Cadence (Lightweight & Sustainable)

Define how you'll stay on track without burning out.

- Weekly unanswered post sweep (15-20 min)
- Champion check-in or spotlight
- Content refresh block
- Insights capture for stakeholders

### Weekly rhythm:

\_\_\_\_\_

\_\_\_\_\_

## 7. Stakeholder Value Summary (End of Month)

Use this section to communicate impact upward.

### This month, the community helped by:

- Improving customer self-service
- Reducing support burden
- Accelerating onboarding or adoption
- Providing product insights
- Increasing peer-to-peer help

### One clear win to share:

\_\_\_\_\_

### One opportunity for March:

\_\_\_\_\_

\_\_\_\_\_

## Final Check

- My focus areas are clear
- My actions are achievable
- My metrics reflect real value
- I can explain why this work matters
- I know what I'll do differently next month

**If yes — you're running community like a business asset.**